

# JANE COATES

Graphic Designer

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## education

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### Brigham Young University Graphic Design BA

Summer 2020-Summer 2024

### BYU London Center

April 22- June 22

### BYU Jerusalem Center for Near Eastern Studies

January 23- April 23

## skills

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Adobe Illustrator  
Adobe Indesign  
Adobe After Effects  
Adobe XD  
Figma  
Photography  
Analog Motion Design  
Art Direction & Illustration  
Social Media Strategy  
Branding Systems & Campaigns  
Letterpress Production  
Soldering, Wiring  
Screenprinting  
AI use: Midjourney

## interesting things

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- competed in a fighting robot tournament in Beijing
- able to drive stick shift
- taught 100+ young girls how to code at coding camps
- lead peace/conflict workshops in Jerusalem with Israeli and Palestinian teenagers
- traveled to 24+ countries, 4+ humanitarian projects
- Lead and started 10+ interactive body positive programs for college age girls
- Accepted into Sandbox program at BYU
- Designer for a software start-up company with 3 other students, product in 5+ local stores currently

## work experience

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### Editorial Design Intern

Londnr Magazine | May 24 - August 24 | London UK

Planned, produced, and launched several issues of LONDNR's print magazine while managing digital content. Contributed to brainstorming sessions, pitching ideas, commissioning articles, copywriting, and proof-reading. Designed editorial content for social media and events. Solely redesigning the website, branding guide, and printed magazine. Planned multiple events.

### Head Designer - ROOSTER

SandBox | August 23 - May 24

Spent two semesters working in a small team to build and launch a software tech business from scratch—Rooster is an AI security company. Our mission is to create a intelligent, efficient and ethical AI solution to combat shoplifting in locally owned stores. Currently in five local stores and growing. Created a dynamic competitive analysis, product design, logo, branding guide, UX/UI and strategy.

### Social Media Manager

BYU Kennedy Center | June 23- May 24

Utilize analytics tools to track and evaluate the performance of social media campaigns, using data-driven insights to refine and optimize strategies for improved reach and engagement. Increases growth rate by 20.7%. Collaborate with study abroad advisors, program coordinators, and students to gather content and stories.

### Letterpress TA

BYU Design Department | October 21-May 23

Comprehensive knowledge of letterpress and physical type, while becoming experimental in printmaking. Taught foundations of physical typography to 40+ incoming design students. Ability to maintain machines and equipment, as well as care for studio spaces.

### Media Intern

B.H. Roberts Foundation | June 22- August 22

Used Adobe Premier and edited all video content used for Tiktok/Reels, helped plan social media strategy for the foundation.

### Marketing Intern

FairTrade Certified | August 22- December 22

Created and designed a social media guidebook, and redesigned the foundations Instagram. 100+ hours of research on Gen-Z marketing in a non-profit setting. Created and developed social media campaigns.

### Graphic Designer

BYU Women's Services Office / January 22- October 22

Designed all posters, flyers, and internal office material. Supervised printing, distribution of all poster/banners created for events.

### Product Engineer

Adrusat | February 16- May 17

Soldered, wired, and created satellite simulators that were used for STEM education throughout the world. Simulators are uploaded to real satellites that are launched into orbit to collect data for the program. Taught 100+ young girls at schools and conferences about programming, wiring, and how women are vital for technology in the future.